

Abstract

In the bachelor thesis named *Newspaper headlines in the light of pragmatic linguistics* the newspaper headlines are considered to be individual but indispensable parts of newspaper articles. My thesis presents them closely connected with the following text. I am interested in the meanings behind the words. We do not usually pay attention to those meanings but we perceive them and they influence us. There exist some hidden manipulative techniques as well. My work tries to reveal them.

My thesis consists of four major chapters. The first chapter is an introduction to newspaper headlines. The second chapter is dedicated to structuralism (without structuralism we cannot continue to pragmatics). The third chapter is focused on pragmatics as well as the concepts of the Gricean maxims or intertextuality. And in the final chapter I deal with the pragmatic analysis. My thesis is based on many books and scientific articles. I analyze three daily newspapers: Blesk, Mladá fronta DNES and Hospodářské noviny.